

Building a Successful Distributed Organization

SPEAKER

Tina Ferguson, a16z

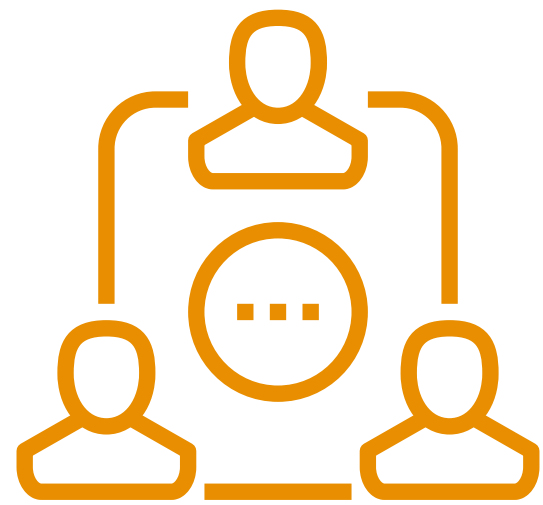
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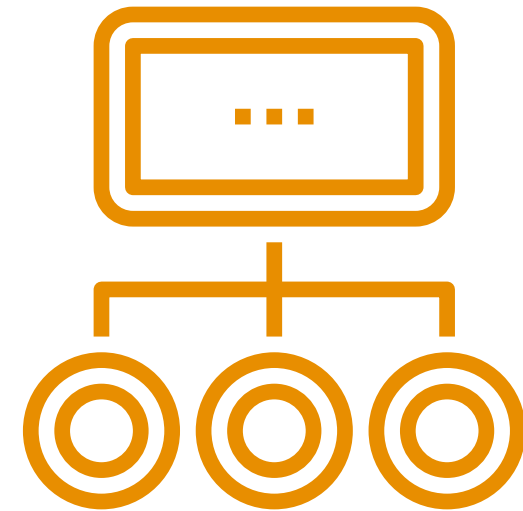
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A Little About Me



EXTENSIVE EXPERIENCE

managing the
complexity of a
distributed
workforce with
crypto nomads



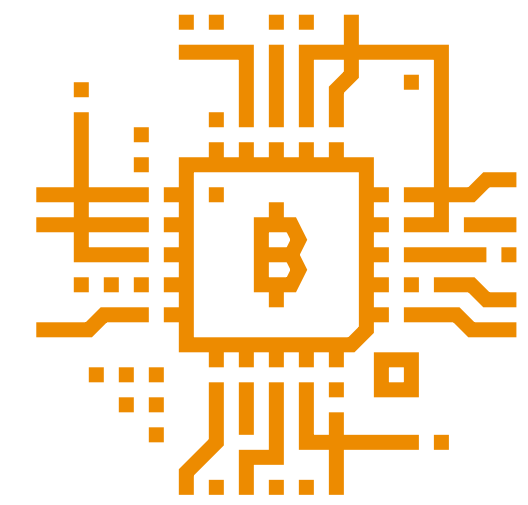
20 YEARS

in the industry
working with
distributed
organizations



8 YEARS

at a16z helping
first-time & serial
founders build their
organizations



7 YEARS

specifically
helping crypto
companies



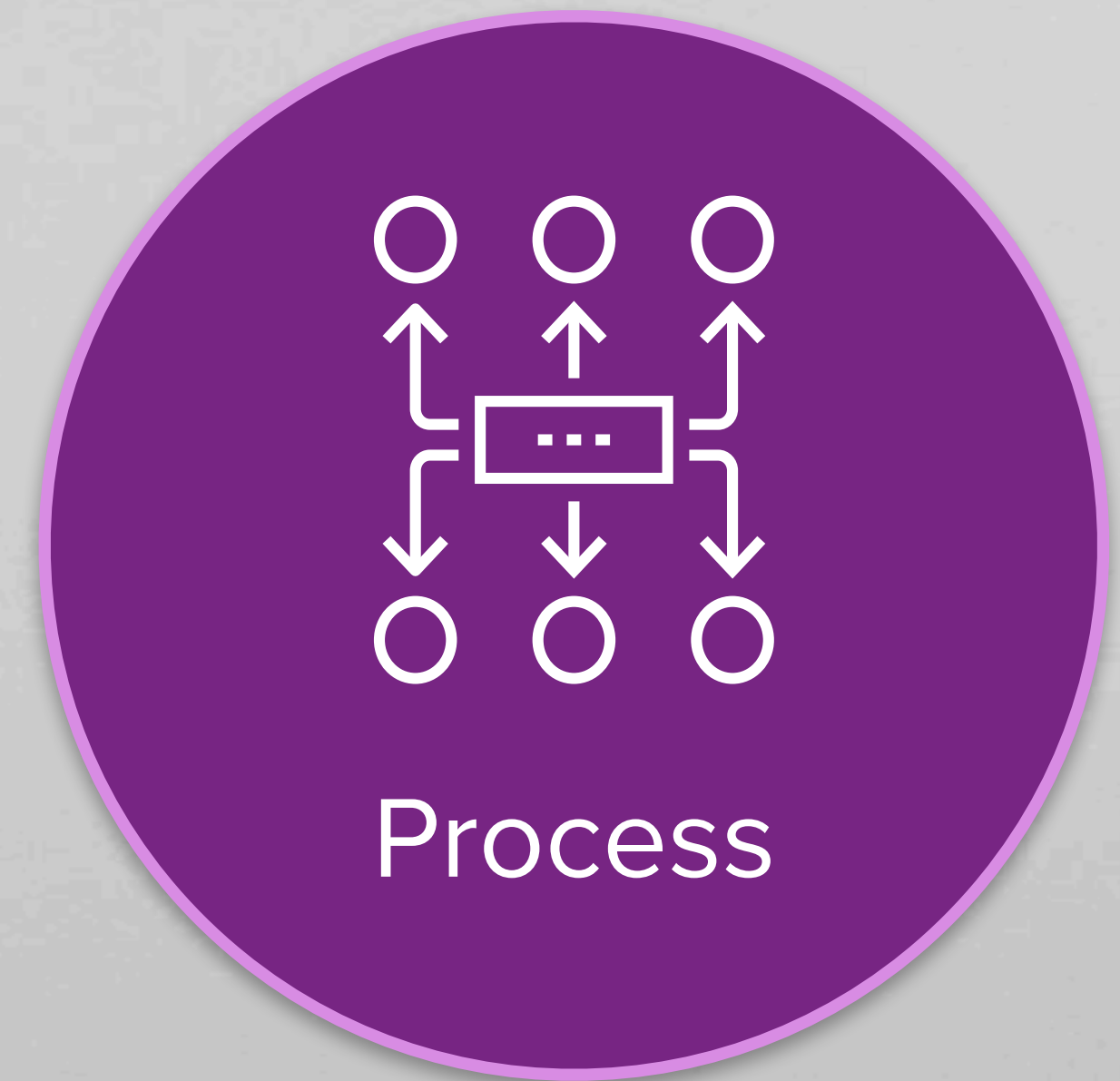
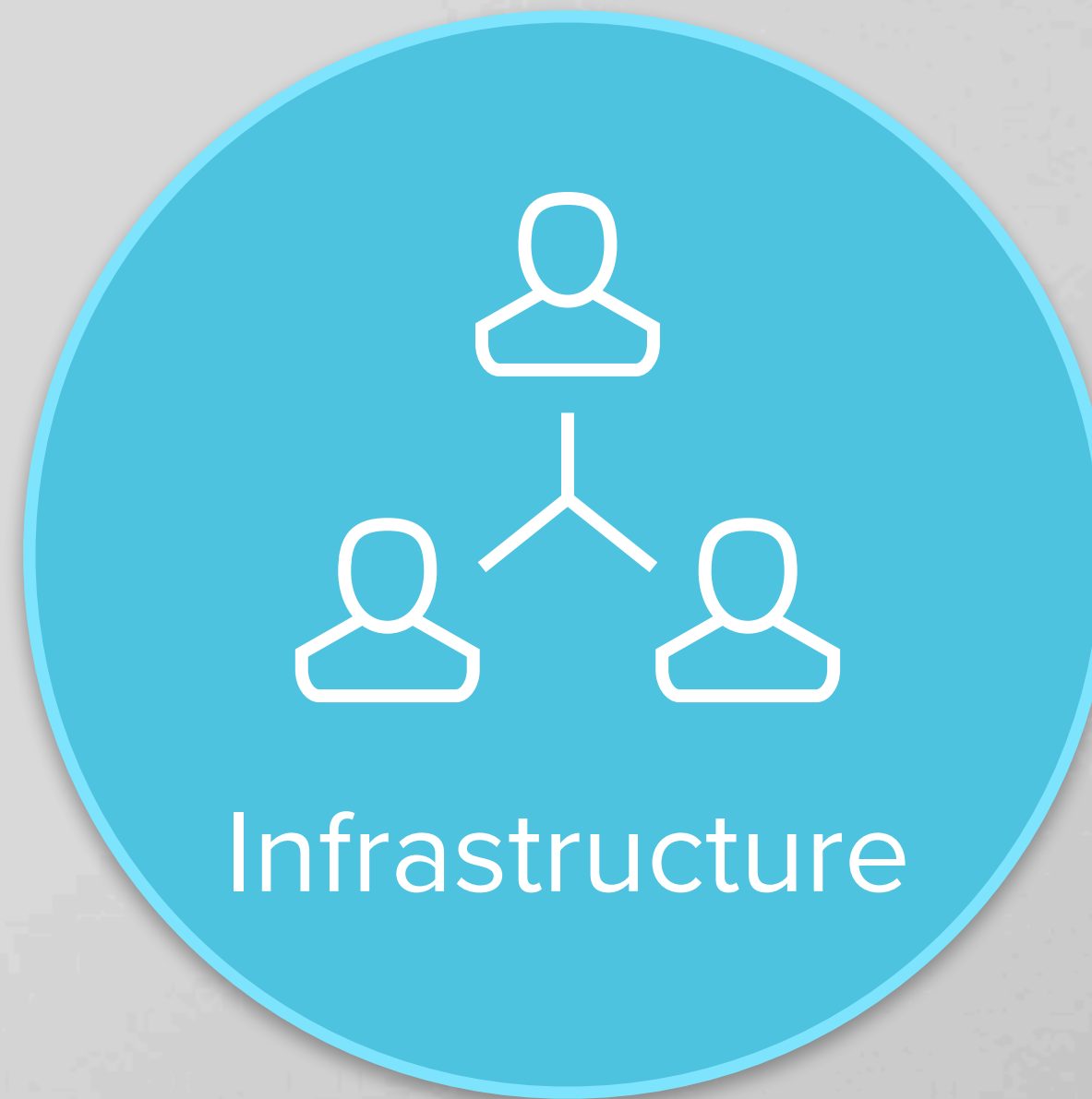
Reviewed **10,640 distributed projects** from **200 companies** in **30 countries** and across various industries, found that...

ONLY 2.5%

Of those projects were successfully completed

Strategies in Building a Successful Distributed Workforce

3 Strategies for Building a Successful Distributed Workforce



CRYPTO CASE STUDY

The Challenge: Grow team from 5 to 20 people in 6 months



People

Tips for Success

- ✓ Hire the right people
- ✓ Hire at the right time
- ✓ Hire in the right place

The Three Rs

RIGHT PEOPLE

- Identify key skills/experiences
- Design behavior-based interview questions
- Establish cultural norms
- Design an onboarding program
- Integrate into organization quickly
- Establish compensation philosophy

RIGHT TIME

- Focus on prioritizing the timing of the positions
- Design a framework to support hiring plan

RIGHT PLACE

- Determine locations/countries
- Conduct cost/benefit analysis to determine if an entity or PEO (Professional Employer Organization)
- Consider employment laws and rules across different countries

Why is onboarding so important?

A strong onboarding process can
increase productivity by 70%.



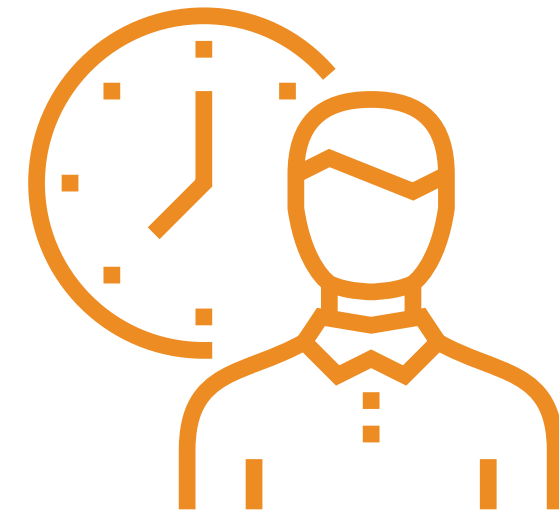
Some Tips on Onboarding



Focus on
employee
experience



Implement a
pre-boarding,
onboarding,
and
assimilation
process



Design a
30-day
onboarding
plan



Establish
check-ins



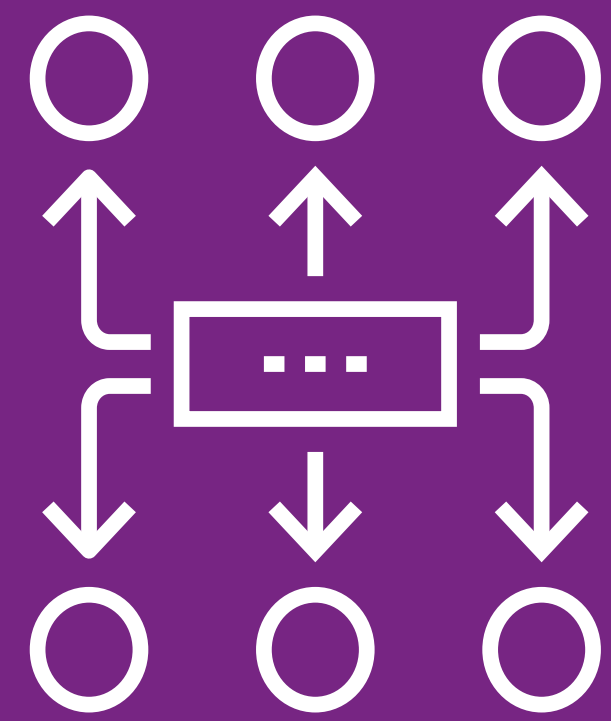
Create a
process that
establishes
social
belonging



Infrastructure

Tips for Success

- ✓ Install formal reporting structures
- ✓ Clarify job roles
- ✓ Rely on other team members
- ✓ Ensure org structures support strategy
- ✓ Ensure structure supports workflow
- ✓ Consider trade-offs

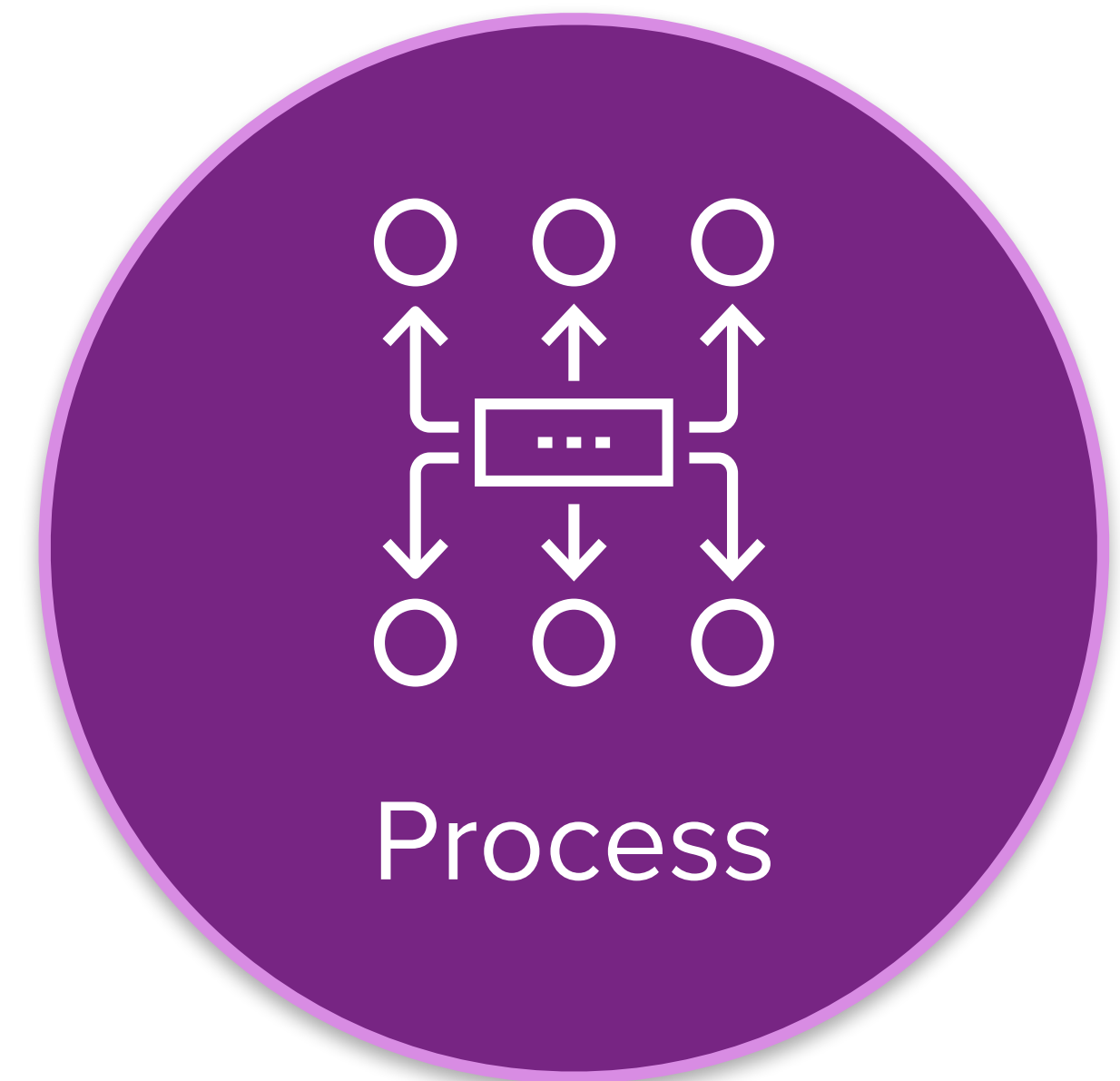
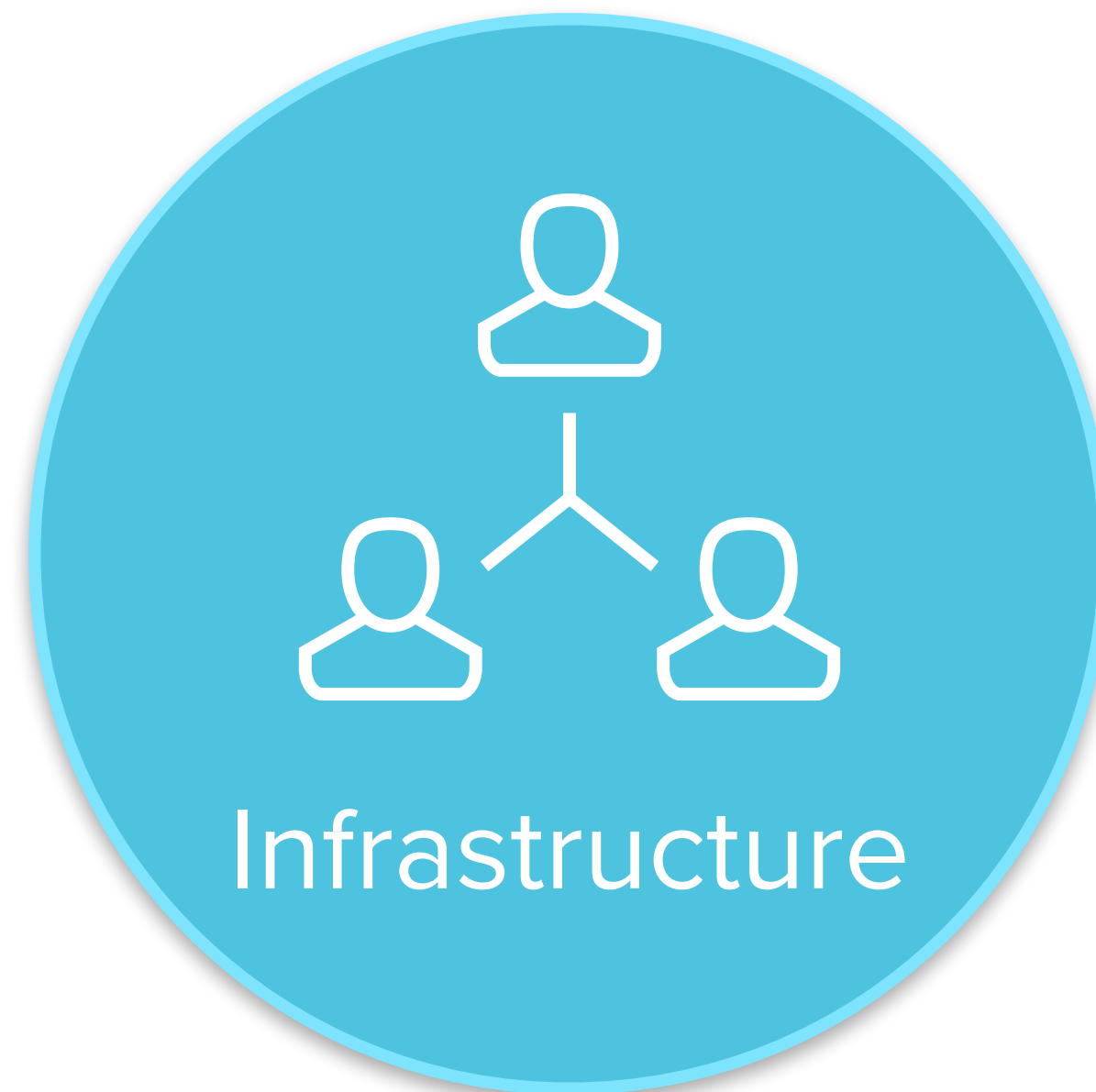


Process

Tips for Success

- ✓ Commit to providing real feedback
- ✓ Define decision-making process
- ✓ Determine best collaboration tools
- ✓ Implement systems, tools, and structure
- ✓ Ensure process supports structure
- ✓ Designate real processes

Key Takeaways



a16z
[CRYPTO STARTUP SCHOOL]